

**ASX RELEASE**

**19 February 2024**

## **NEW TRAFFICGUARD FEATURES AND AGENCY RELATIONSHIPS**

- **TrafficGuard releases new feature, Smart Ranges, expanding the customer value proposition and increasing contract pricing**
- **Commencement of new agency group trials**
- **Expanding pipeline of sports betting supports strong growth outlook**

Adveritas Limited (the **Company** or **Adveritas**) (**ASX: AVI**) is pleased to announce the release of new product features which will expand its customer value proposition and support previously announced contract price increases.

### **Smart Range Feature Development**

Smart Ranges, a new feature within TrafficGuard, is designed specifically for gaming and betting clients to address issues related to sophisticated large-scale invalid traffic and fraud. Whilst designed for this vertical, it has broad applications across other verticals.

The Smart Ranges feature is unique due to its ability to significantly scale TrafficGuard's prevention capabilities. Initial rollouts have shown promising results, with clients experiencing substantial increases in the return on their investment in digital ad spend, with some reporting an increase of 26% post smart range implementation.

The addition of Smart Ranges to TrafficGuard's suite of features aligns with the Company's strategy of providing valuable solutions to its customer base and enhancing product offerings (see December Quarterly 2023 ASX announcements, 17 January 2024, "*Review of contract pricing model and payment structure*").

The Company anticipates generating incremental revenue from this new feature in the current quarter, marking a significant milestone in the Company's continuous efforts to support its clients and improve its services.

### **Transition to Upfront Payments**

During the December 23 quarter, a number of enterprise clients selected the option to prepay their annual contracts, which benefits the Company from a cash flow perspective, and simultaneously locks in favourable pricing options for clients.

The Company is pleased to report that a combination of new and existing clients have chosen to prepay their annual contracts in the March 24 quarter to date and it expects more clients will select this prepayment option going forward.

### **Agency Group Trials**

Throughout the December 23 quarter, the Company fielded numerous requests from top-tier agencies spanning Europe and the Middle East. These agencies, serving as pivotal budget custodians for major enterprise clients, expressed keen interest in conducting trials with the TrafficGuard PPC and PMax products. Agencies' influential role in recommending solutions like TrafficGuard highlights the significance of agencies in shaping market perceptions and adoption trends.

The Company is pleased to advise that agency trials (including multiple fortune 500 clients) have now commenced ahead of schedule, and, if executed, have the potential to quickly scale TrafficGuard's growth on a global basis.

### **TrafficGuard at ICE and iGB Affiliate: Addressing Sports Betting Challenge**

In February, TrafficGuard made a significant mark at two prominent events in London:

- the International Casino Exhibition (ICE), renowned as the global gaming industry's most comprehensive event, and

- iGB Affiliate London, a crucial gathering for digital marketing and affiliate professionals in the iGaming sector, provided invaluable platforms for networking and collaboration.

Online gaming is a high growth customer segment poised for even greater growth, with South America witnessing deregulation and further growth opportunities in Asia.

Adveritas is pleased to report that its customer pipeline in the online gaming segment has increased substantially, with the TrafficGuard team meeting over 30 potential global sports betting clients at the London events. This advances TrafficGuard's strategy of focusing on customer segments where the Company has demonstrable success, such as online gaming, thereby accelerating the Company's growth outlook.

The Company anticipates a significant increase in sports betting customer acquisitions throughout 2024.

**Co-founder & CEO Mat Ratty said:**

*"TrafficGuard's suite of product solutions has consistently shown our ability to deliver digital anti-fraud solutions on a world stage to major global companies and brands, while remaining agile enough to service small to medium enterprises.*

*As the significant benefits to our clients have become increasingly evident, TrafficGuard's pricing has been adjusted accordingly, resulting in acceleration of our growth trajectory. The Company is balancing this with the need to be fiscally prudent and identify areas for potential cost savings.*

*We are pleased that our focus on high value sectors such as sports betting has enabled us to innovate and expand our customer value proposition for these valued customers whilst unlocking opportunities with media agencies.*

*With our focus on negotiating annual prepayments for both new and renewing contracts, our cash position is significantly boosted and our customer relationships are strengthened.*

*We look forward to expanding of our agency relationships and trials in the future as another means of growing our customer and revenue base".*



This announcement is authorised for lodgement by the Board of Adveritas Limited.

- ENDS -

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**About Adveritas**

Adveritas Ltd (ASX:AVI) creates innovative software solutions that leverage big data to drive business performance. Adveritas' ad fraud prevention software, TrafficGuard, is its first available software as a service. Early adopters of TrafficGuard include LATAM super-app, Rappi and APAC super-app, GO-JEK. Both businesses are well funded with \$2 billion and \$12 billion valuations respectively, and are conducting aggressive user acquisition advertising for fast growth. In both cases, TrafficGuard was chosen after a rigorous procurement process that saw the effectiveness of our solution evaluated against a range of competing solutions.

For more information, see <https://www.adveritas.com.au/>

## About TrafficGuard

TrafficGuard is an omnichannel ad verification platform helping enterprises and SMBs combat fraud across Google PPC, Mobile app user acquisition campaigns, Affiliate platforms and Social Media. TrafficGuard drives superior advertising performance by verifying advertising engagement as they occur, proactively blocking invalid traffic from infiltrating search campaigns – helping ad spend to reach more real users and protecting the integrity of data that marketers, agencies, designers and developers rely on day in, day out to drive performance improvements.

Trusted by global brands TrafficGuard is a multiple award winning fraud prevention product recognised by The Drum, the Martech Breakthrough Awards, voted the Most effective anti-fraud solution by Mobile Marketing and is the only PPC verification vendor admitted to the Google Cloud Marketplace globally.

For more information, find us at [www.trafficguard.ai](http://www.trafficguard.ai)

## More on TrafficGuard's omni channel solution:

**Mobile App install verification:** This is the Company's flagship product, with enterprise level clients paying material contract amounts – as high as \$180k (remove or update?) per annum for significant global clients. This product ensures clients are not paying for misattributed or fake installs of their apps – essentially allowing them to scale with confidence across digital media and advertising partners.

**Google PPC verification:** This service is scaling quickly since the Company first launched the offering in late 2020 and now has over 4,500 sign ups. Any company using Google Ad words is a target customer, with USD \$147 billion spent globally on Google ads per annum.

**Affiliate Verification:** This service is designed to mitigate affiliate misattribution and ensure clients are paying for real conversions to their website.

**Social Verification:** A new channel offering, starting with Meta's Facebook, with a planned product pipeline to rollout to Tik Tok, Reddit, LinkedIn and other channels in 2024 due to increasing demand from both current and prospective clients.

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